

ABSTRACT:

Previous studies have analyzed gender messages in children's television programs, commercials, and literature, noting that girls and women are often underrepresented and portrayed in stereotypical ways (Berry et al., 2017; Hamilton et al., 2006; Matthes et al., 2016). The three target audiences that we studied are girls, boys and neutral. The purpose of this research is to portray the difference among representation of girls versus boys within each target audience book. To further this research, we categorized the children's book into numerous activity types. Using the unit of analysis the total of - activities were coded from twenty books. Some of these include crosswords, word searches, sudoku, image matching, tips. Findings showed that books geared to girls were far more likely to include messages regarding physical appearance and relationships, with a lighter color scheme (purple and pink). Books geared toward boys were more likely to consist of activities relating to sports, cars, and a variety of insects. We also found that the gender neutral book activity types aligned more with the boy books as compared to the girls.